

DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE: C220414 (CCS DPS RM6126)

THE BUYER: Secretary of State for Health and Social Care
acting as part of the Crown

BUYER ADDRESS 39 Victoria Street
Westminster
London
SW1H 0EU

THE SUPPLIER: Ipsos (Market Research) Ltd

SUPPLIER ADDRESS: 3 Thomas More Square
London
E1W 1YW

REGISTRATION NUMBER: 00948470

DUNS NUMBER: 227257185

APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 4 November 2023.

It's issued under the DPS Contract with the reference number **RM6126** for the provision of **Research & Insights**.

DPS FILTER CATEGORIES:

Research Methods - Quantitative, Mixed method (qualitative and quantitative), Face-to-face, Online, Telephone, CAPI (computer assisted personal interview), CATI (computer assisted telephone interview), Omnibus

Target Audience - Healthcare, Teaching, Parents Low income, People with disabilities, People with physical health issues / long term illness, People with mental health issues

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1 (Definitions and Interpretation) **RM6126**
3. The following Schedules in equal order of precedence:
 - Joint Schedules for RM6126
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information) – As included below
 - Joint Schedule 6 (Key Subcontractors) – As included below
 - Joint Schedule 7 (Financial Difficulties)
 - Joint Schedule 8 (Guarantee)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data) – As attached below
 - Joint Schedule 12 (Supply Chain Visibility)
 - Order Schedules for RM6126
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 2 (Staff Transfer) – Part C and E applies
 - Order Schedule 3 (Continuous Improvement)
 - Order Schedule 5 (Pricing Details) – As attached below
 - Order Schedule 7 (Key Supplier Staff) – As included below
 - Order Schedule 8 (Business Continuity and Disaster Recovery)
 - Order Schedule 9 (Security) – Part B (Long Form Security Requirements)
 - Order Schedule 10 (Exit Management)
 - Order Schedule 14 (Service Levels) – As attached below
 - Order Schedule 15 (Order Contract Management)
 - Order Schedule 16 (Benchmarking)
 - Order Schedule 20 (Specification) – As attached below
4. CCS Core Terms (DPS version) v1.0.3
5. Joint Schedule 5 (Corporate Social Responsibility) RM6126
6. Order Schedule 4 (Order Tender) as long as any parts of the Order Tender that offer a better commercial position for the Buyer (as decided by the Buyer) take precedence over the documents above – As attached below.

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

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ORDER SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract:

None

ORDER START DATE: **4 November 2023**

ORDER EXPIRY DATE: **3 November 2025**

ORDER INITIAL PERIOD: 2 Years

END DATE OF EXTENSION PERIOD: **3 November 2026** or **3 November 2027**.

Extension period may be for any period or periods up to a maximum of two (2) years in total from the expiry of the Initial Period for a maximum of two (2) consecutive further terms, each being up to a maximum of twelve (12) months duration (2+1+1).

DELIVERABLES

See details in Order Schedule 20 (Order Specification)

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

The Estimated Year 1 Charges used to calculate liability in the first Contract Year is **£750,000**.

ORDER CHARGES

See details in Order Schedule 5 (Pricing Details)

The Charges will not be impacted by any change to the DPS Pricing. The Charges can only be changed by agreement in writing between the Buyer and the Supplier because of:

- Indexation
- Specific Change in Law
- Benchmarking using Order Schedule 16 (Benchmarking)

REIMBURSABLE EXPENSES

None

PAYMENT METHOD

Each individual research project called off from the contract shall have costs and pricing agreed between the Supplier and the Buyer prior to any work being undertaken. Payment can only be made following satisfactory delivery of the agreed deliverables. The Supplier shall issue electronic invoices to the Buyer and the Supplier shall receive payment by Electronic Bank Transfer (BACS).

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All invoices must be sent, quoting a valid purchase order number (PO Number), to: [REDACTED] You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable) and the details (name and telephone number) of your Buyer contact (i.e. Contract Manager). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment please contact our Accounts Payable section by email to [REDACTED]

The Supplier shall ensure that each invoice submitted includes, but not be limited to, the account number, Suppliers order number, Buyer's order reference, service information including description, amount ordered and total price.

BUYER'S INVOICE ADDRESS:

Accounts Payable
Department of Health and Social Care
39 Victoria Street
Westminster
London
SW1H 0EU

Or email: [REDACTED]

BUYER'S AUTHORISED REPRESENTATIVE

[REDACTED]
[REDACTED]
39 Victoria Street
Westminster
London
SW1H 0EU

BUYER'S ENVIRONMENTAL POLICY

The Supplier shall perform the Deliverables in accordance with the following cross-government policies and procedures:

Greening Government Commitments for 2021-2025

Published 28th October 2021

Available online at: <https://www.gov.uk/government/publications/greening-government-commitments-2021-to-2025>

DHSC Supplier Code of Conduct

Published 25 July 2022

Available online at: [DHSC supplier code of conduct - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/dhsc-supplier-code-of-conduct)

BUYER'S SECURITY POLICY

The Supplier shall work with the Buyer and perform the Deliverables in accordance with the following cross-government security policy:

[Security policy framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk/security-policy-framework)

SUPPLIER'S AUTHORISED REPRESENTATIVE

[REDACTED]

3 Thomas More Square
London E1W 1YW

SUPPLIER'S CONTRACT MANAGER

[REDACTED]

3 Thomas More Square
London E1W 1YW

PROGRESS REPORT FREQUENCY

By the tenth (10th) Working Day of each calendar month.

PROGRESS MEETING FREQUENCY

On a quarterly basis from the Commencement Date, as agreed by both parties.

KEY STAFF

[REDACTED]

[REDACTED]

[REDACTED]

KEY SUBCONTRACTOR(S)

N/A

COMMERCIALLY SENSITIVE INFORMATION

No.	Date	Item(s)	Duration of Confidentiality
1	5 th September 2023	Pricing information, details of methodologies and existing clients and projects	Indefinite

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES

Not applicable

GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

The Supplier agrees, in providing the Deliverables and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Tender).

For and on behalf of the Supplier:	For and on behalf of the Buyer:

Joint Schedule 11 (Processing Data)

Annex 1 - Processing Personal Data

This Annex shall be completed by the Controller, who may take account of the view of the Processors, however the final decision as to the content of this Annex shall be with the Relevant Authority at its absolute discretion.

- 1.1 The contact details of the Relevant Buyer's Data Protection Officer is: [REDACTED] who can be contacted at Department of Health and Social Care, 1st Floor North, 39 Victoria Street, London, SW1H 0EU

Or by email at:

[REDACTED]

The contact details of the Supplier's Data Protection Officer is: [REDACTED]

- 1.2 The Processor shall comply with any further written instructions with respect to Processing by the Controller.
- 1.3 Any such further instructions shall be incorporated into this Annex.

Description	Details
Identity of Controller for each Category of Personal Data	<p>The Buyer is the Controller and the Supplier is the Processor</p> <p>The Parties acknowledge that in accordance with paragraph 2 to paragraph 16 and for the purposes of the Data Protection Legislation, the Buyer is the Controller and the Supplier is the Processor of the following Personal Data under this Contract:</p> <ul style="list-style-type: none">(i) Data as a result of quantitative research projects amongst the general public and specific target audiences which could include data on peoples' attitudes; behaviours; demographics.(ii) Identifiable personal data such as name, e-mail address, postcode etc (as listed below) may be collected and processed by the Supplier, but not shared with the Controller.(iii) Business contact details of any Buyer Personnel including directors, officers, employees, agents, consultants and contractors of the Buyer (excluding any Supplier Personnel)

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	engaged in the performance and day to day management duties of the DPS Contract.
Duration of the Processing	The DPS Contract Period and thereafter, until expiry or termination of the Contract under CCS DPS RM6126 Research & Insights, including any extension periods, until all transactions relating to the Contract have permanently ceased.
Nature and purposes of the Processing	The provision of quantitative research services for the Buyer's Behavioural Programmes Unit (BPU), under the CCS RM6126 Research & Insights DPS.
Type of Personal Data	<p>Types of personal data could be collected and processed by the Supplier for their records for contacting purposes in relation to specific quantitative research projects, but not passed onto the Controller:</p> <ul style="list-style-type: none">• Full name• Address• Postcode• Date of birth• Age• Sex• Gender• Photo• Voice recording• Telephone number• E-mail address• Geographical location• Nationality/immigration status• Marital status• Children & other family members• Job Title• Employment records• Pension details• Tax details <p>Personal details of the Buyer's Personnel engaged in the performance of obligations and day to day management of the DPS Contract:</p> <ul style="list-style-type: none">• Full name

DPS Schedule 6 (Order Form Template and Order Schedules)

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	<ul style="list-style-type: none">• Job title• Organisation name• Business/workplace address• Business/workplace email address• Business/workplace telephone/mobile number(s)• IP addresses• Supplier Dun & Bradstreet Data Universal Numbering System (DUNS number)• Registered company details including registered company name, address and company registration number (CRN)• Bank account details for activities related to the payment of the Supplier for Quantitative Research Services• Management Information
Categories of Data Subject	<p>Categories of data subjects could include:</p> <p>Patients; Service users; General public; Wider health and social care staff; Children and/or vulnerable people</p> <p>Special categories of data could include:</p> <p>Information relating to the individual's physical or mental health condition; Information relating to the individual's sex life or sexual orientation; Information which relates to the ethnic origin of the individual; Information relating to the individual's religion or other beliefs</p>
<p>Plan for return and destruction of the data once the Processing is complete</p> <p>UNLESS requirement under Union or Member State law to preserve that type of data</p>	<p>Personal data will be retained for one (1) year after the duration of the processing outlined above for auditing purposes and in accordance with the RM6126 DPS Core Terms and Buyer Data Security Policy. The data must then be securely erased once the Processing is complete, unless the Supplier is required by law to retain it.</p> <p>In accordance with the RM6126 DPS Core Terms, all Storage Media that has held Buyer data must be securely destroyed at the end of life of the media. All destruction of media must be in line with good industry practice.</p>

Order Schedule 14 (Service Levels)

No.	Service Level Category Name	Service Level Performance Criterion	Inadequate	Requires Improvement	Approaching target	Good
1	Timescales	All fieldwork to be completed at the date agreed with the customer at the start of the project	<80%	80%-84.99%	85%-89.99%	>90%
2	Timescales	Supplier to provide timings for research options following receipt of brief within 2 working days	<80%	80%-84.99%	85%-89.99%	>90%
3	Service Delivery	Supplier to provide the Buyer with a recruitment sample with methodology for each brief within agreed times	<90%	90%-94.99%	95%-99.99%	100%
4	Service Delivery	Supplier to provide delivery of initial data within two days of completing fieldwork	<90%	90%-94.99%	95%-99.99%	100%
5	Service Delivery	Supplier to provide written top line findings from fieldwork and data tables within 2 working days after fieldwork closes, where necessary and as agreed	<90%	90%-94.99%	95%-99.99%	100%
6	Service Delivery	Final deliverables to be provided for each project within pre agreed timescales	<90%	90%-94.99%	95%-99.99%	100%
7	Service Delivery	Reports to be delivered with pre agreed	<90%	90%-94.99%	95%-99.99%	100%

DPS Schedule 6 (Order Form Template and Order Schedules)

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		deliverables in an agreed format suitable for sharing with senior government stakeholders, within two weeks of finishing fieldwork				
8	Service Delivery	Deliverables and data tables to be delivered to strategic evaluation supplier within pre agreed timescales	<90%	90%-94.99%	95%-99.99%	100%
9	Service Delivery	Upon commission of each project, the Supplier to agree with the Buyer the criteria required to demonstrate the impact and benefits of the project	<90%	90%-94.99%	95%-99.99%	100%
10	Account management	Supplier to notify the Buyer within 12 working hours of any issues or mistakes with a resolution of how they intend to rectify within a time agreed by the Buyer for each brief	<90%	90%-94.99%	95%-99.99%	100%
11	Account management	The Supplier shall provide a dedicated account manager to respond to queries and review performance. If the account manager is not available, an appropriate deputy shall attend contract	<90%	90%-94.99%	95%-99.99%	100%

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		review meetings with the Buyer				
12	Account management	All complaints to be acknowledged and a resolution provided to the Buyer within 5 working days	<90%	90%-94.99%	95%-99.99%	100%
13	Account management	All telephone calls or emails from the Buyer to be responded to within 24 hours of receipt	<80%	80%-84.99%	85%-89.99%	90%
14	Account management	Supplier to attend a meeting at the request of the Buyer with one week's notice	<90%	90%-94.99%	95%-99.99%	100%

Order Schedule 20 (Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyer under this Order Contract.

All services to be carried out in accordance with RM6126 DPS Schedule 1 (Specification).



DPS Schedule 1 -
Specification v1.0.pdf

The Buyer's Behavioural Programmes Unit (BPU) quantitative research services specification of requirements include, but are not limited to, the following services:

1. INTRODUCTION

- 1.1. The Office for Health Improvement and Disparities (OHID), part of the Department of Health and Social Care (DHSC) (the “Buyer”), are seeking to run a competitive tender and subsequent appointment to replace an existing contract which delivers quantitative research, insight and evaluation which is due to expire.
- 1.2. This is an exciting opportunity to become a strategic partner to the Buyer, providing vital in-depth audience insight to inform, design, target and evaluate high profile behaviour change campaigns on issues such as mental health, smoking cessation, healthy eating, physical activity and early years development.

2. PURPOSE AND BACKGROUND

- 2.1. The Office for Health Improvement and Disparities (OHID) focuses on improving the nation’s health so that everyone can expect to live more of a life in good health, and on levelling up health disparities to break the link between background and prospects for a healthy life.
- 2.2. The Behavioural Programmes Unit (BPU) sits within OHID and delivers award-winning marketing programmes, including Better Health, Stoptober and Every Mind Matters that aim to drive behaviour change amongst millions of people. The marketing programmes are data led, with strategies routed in audience insight and robust evaluations.
- 2.3. The Buyer’s BPU Strategy and Planning team run regular quantitative research to help understand target audiences, shape high quality public health campaign strategies and evaluate campaign effectiveness in terms of driving behaviour change.
- 2.4. Understanding public and target audiences’ attitudes, levels of understanding and behaviours is critical to the effective delivery of the Buyer’s communications and policy programmes. This contract will provide an exciting opportunity to conduct impactful research to inform communications and policy across a range of high-profile public health programmes including smoking cessation, mental health, maternal health and early years and healthy eating.
- 2.5. The Supplier shall provide the Services for funded projects, approved via other business processes (e.g. the Cabinet Office PASS process), on a standby basis. While there is no commitment to spend through this contract, the Buyer envisages this would involve approximately 6 pre and post wave surveys across the course of a year as well as the addition of questions to an omnibus and a couple of ad hoc bespoke projects per year.

3. THE REQUIREMENTS

- 3.1. The scope of the requirement is covered by Crown Commercial Service (CCS) Dynamic Purchasing System (DPS) RM6126 – Research and Insights
[Research & Insights - CCS \(crowncommercial.gov.uk\)](https://www.crowncommercial.gov.uk/research-insights)

3.2. The Supplier shall be contracted to deliver quantitative research amongst the general public and specific target audiences on an ad-hoc (and possibly tracking) basis. Findings from the research will be used to inform the development and evaluation of public health campaigns.

3.3. Essential requirements are:

3.3.1. Research Design Consultancy & Delivery

- Provision of quantitative research delivered by a named and consistent Director-level team, supported by more junior staff where needed
- Access to online research panels (or other capabilities) to be able to deliver quick-turnaround nationally representative samples of the England general public.
 - The Supplier should be able to deliver a nationally representative survey of at least 1,700 people living in England within a maximum of 7 days.
 - Any panels must be of sufficient size and quality to allow for comparable samples to be drawn for a total of at least four consecutive waves with no respondents being redrawn from the panel
- To ensure samples are robust and reflective through effective panel management, quality checks and quota controls.
- The ability to conduct standalone reflective/representative surveys among specific audiences in England, including but not limited to:
 - Regions
 - Socioeconomic and demographic groupings such as ethnicity, disability, gender, age, income, IMD, SEG, NS-SEC, parents/carers etc.
 - Those with health conditions including mental health conditions, physical health conditions and long-term health conditions
 - Employment, in particular those in healthcare roles (e.g. GPs, pharmacists, nurses) and in schools (e.g. primary and secondary school teachers, teaching assistants)
 - Those exhibiting certain behaviours (e.g. smokers and recently quit smokers, those reporting poorer mental health and wellbeing, those with low levels of physical activity etc.)
 - Attitudinal/value based groupings
 - Employers and/or decisionmakers in small and medium sized enterprises
- Full-service questionnaire design consultancy, including scoping and advice on methodologies.
- Ability to deliver user and feedback surveys for use on the Buyer's own online estate and tools.
- Ability to code open-text responses.
- Holding records of all surveys carried out by the Buyer to ensure comparability of data is available in the future.

- Capability to deliver a range of quantitative data collection methodologies and sampling approaches, such as online, telephone and face-to-face sampling modes and both omnibus and bespoke/adhoc surveys.
- Provide supplementary qualitative techniques and insight to accompany quantitative research, where there is a clear rationale for doing so.

3.3.2. Data analysis and reporting

- Delivery of initial quantitative survey data within two days of completing fieldwork.
- Presentation of data in data tables with cross-breaks, with respondent-level data (including any weighting and demographic variables) in .csv, .xlsx or .spss format available on request.
- Ability to provide a top line report or summary of findings no more than two working days after fieldwork closes, where necessary and as agreed between the Supplier and the Buyer.
- In depth analysis and accompanied report and/or presentation, including but not limited to; a summary of key findings, a summary of key insights, recommendations and strategic advice suitable for senior government stakeholders, pertaining to the brief provided by the Buyer; charting and summary of findings for key questions as agreed between the Supplier and the Buyer. This should be available within two weeks of finishing fieldwork.
- Director-led debrief call to deliver the report and/or presentation to internal senior stakeholders.
- Report and/or presentation to be shared with appointed Strategic Evaluation partner for the Buyer.

3.3.3. Other

- The Supplier shall deliver all core requirements detailed in this Specification. Where partner agencies or freelance workers are used to fulfil any specialist requirement, the Supplier shall outline the approach, data sources that will be drawn upon, timings, costs and quality control measures to the Buyer. The Buyer reserves the right to approve the use of other partner agencies or freelance workers and must sign any necessary Non-Disclosure Agreements before commencing any research related work as deemed appropriate by the Buyer.
- At the end of any one project, all data and methodology should be supplied to the Buyer to enable effective project continuity with another potential Supplier in the future.

3.4. Desirable but not essential requirements shall include:

3.4.1. Research Design Consultancy & Delivery

- Ability to carry out research with UK-wide audiences
- Advanced statistical and data science approaches such as drivers analysis, factor analysis, parametric and non-parametric regression analysis (including Bayesian approaches), maxdiff, conjoint and segmentation.
- Ability to deliver online experiments or similar (e.g. online Randomised Control Trials (RCTs) etc).
- Provide geo-demographic profiling of sample e.g. Mosaic, Acorn etc.
- Provision or links to additional datasets and/or profiling tools that can be used for audience profiling to deepen understanding of survey responses and inform media buying and other audience-led strategies.

3.4.2. Data analysis and reporting

- Working with theories of change, logic models and evaluation frameworks, and delivering quantitative research to support these.
- Further ad hoc analysis of datasets as requested by the Strategy and Planning team.
- Ability to merge survey data to broader datasets which include media consumption profiling or other insightful and actionable data.
- Access to a self-serve dashboard and/or analysis tool.

4. STANDARDS AND DATA PROTECTION

- 4.1. It is of the utmost importance that the Supplier operates a best-in-class approach to data collection, data management and data security. Suppliers shall be expected to demonstrate and evidence at the request of the Buyer, clear processes around areas such as data security, data transfer and risk management as part of the contract.
- 4.2. The Supplier shall adhere to best-in-class information, industry recognised standards and data security principles, including the GDPR, ISO standards (ISO27001 and ISO20252), [MRS membership](#) and/or the [MRS Code of Conduct](#) (or equivalent).
- 4.3. Membership to industry bodies including [British Polling Council](#), ESOMAR is desirable.

5. SERVICE LEVELS AND KPIs

5.1. The Buyer will measure the quality of the Supplier's delivery by:

No.	Service Level Category Name	Service Level Performance Criterion	Inadequate	Requires Improvement	Approaching target	Good
1	Timescales	All fieldwork to be completed at the date agreed with the customer at the start of the project	<80%	80%-84.99%	85%-89.99%	>90%
2	Timescales	Supplier to provide timings for research options following receipt of brief within 2 working days	<80%	80%-84.99%	85%-89.99%	>90%
3	Service Delivery	Supplier to provide the Buyer with a recruitment sample with methodology for each brief within agreed times	<90%	90%-94.99%	95%-99.99%	100%
4	Service Delivery	Supplier to provide delivery of initial data within two days of completing fieldwork	<90%	90%-94.99%	95%-99.99%	100%
5	Service Delivery	Supplier to provide written top line findings from fieldwork and data tables within 2 working days after fieldwork closes, where necessary and as agreed	<90%	90%-94.99%	95%-99.99%	100%
6	Service Delivery	Final deliverables to be provided for each project	<90%	90%-94.99%	95%-99.99%	100%

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		within pre agreed timescales				
7	Service Delivery	Reports to be delivered with pre agreed deliverables in an agreed format suitable for sharing with senior government stakeholders, within two weeks of finishing fieldwork	<90%	90%-94.99%	95%-99.99%	100%
8	Service Delivery	Deliverables and data tables to be delivered to strategic evaluation supplier within pre agreed timescales	<90%	90%-94.99%	95%-99.99%	100%
9	Service Delivery	Upon commission of each project, the Supplier to agree with the Buyer the criteria required to demonstrate the impact and benefits of the project	<90%	90%-94.99%	95%-99.99%	100%
10	Account management	Supplier to notify the Buyer within 12 working hours of any issues or mistakes with a resolution of how they intend to rectify within a time agreed by the Buyer for each brief	<90%	90%-94.99%	95%-99.99%	100%
11	Account management	The Supplier shall provide a dedicated account manager to respond to queries and review performance. If	<90%	90%-94.99%	95%-99.99%	100%

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		the account manager is not available, an appropriate deputy shall attend contract review meetings with the Buyer				
12	Account management	All complaints to be acknowledged and a resolution provided to the Buyer within 5 working days	<90%	90%-94.99%	95%-99.99%	100%
13	Account management	All telephone calls or emails from the Buyer to be responded to within 24 hours of receipt	<80%	80%-84.99%	85%-89.99%	90%
14	Account management	Supplier to attend a meeting at the request of the Buyer with one week's notice	<90%	90%-94.99%	95%-99.99%	100%

6. BUDGET/PAYMENT SCHEDULE

- 6.1. Each individual research project called off from the contract shall have costs and pricing agreed between the Supplier and the Buyer prior to any work being undertaken. Payment can only be made following satisfactory delivery of agreed products and deliverables.
- 6.2. The overall budget amounts provided for the contract are indicative only and represent maximum spend levels – they are not a guarantee of spend and there is no commitment to spend under the contract.
- 6.3. The PO number and contract reference number shall be shared with the successful Supplier before Services commence and must be stated on the invoice in order for payment to be made.
- 6.4. Address for payment: All invoices shall be sent to the Buyer (addressed to) Accounts Payable, via email to MB-PaymentQueries@dhsc.gov.uk which shall include a breakdown of the Services showing the quantity and rates applied, as appropriate.
- 6.5. Prices charged by the Supplier shall be inclusive of expenses (if appropriate) and exclusive of VAT.

7. Contract Term

- 7.1. The contract term shall commence upon Contract Award and be reviewed after two (2) years with an option to extend for two further contract periods of (12) months (2+1+1).

8. ACCOUNT MANAGEMENT AND RESOURCING

8.1. Supplier responsibilities:

The Supplier shall:

- 8.1.1. Conduct research to MRS Code of Conduct standards, especially regarding young or vulnerable audiences, which include adhering to the Data Protection Act with regards to the collection and storage of respondent details.
- 8.1.2. Ensure all researchers will be Market Research Society (MRS) members and all research processes shall adhere to the Market Research Society Code of Conduct.
- 8.1.3. Allocate an account manager to be the main source of engagement between the Buyer and the Supplier. Management of the contract shall be through the Buyer's eCommerce system, Atamis.
- 8.1.4. Complete projects as agreed with the Buyer which may include requirements where a swift and agile response is of the essence.
- 8.1.5. Ensure appropriate resources are assigned to deliver activity with sufficient knowledge, skills and experience.
- 8.1.6. Work with the Buyer to identify, manage and mitigate any potential risks that may arise during the life of the contract.
- 8.1.7. Take part in periodic review meetings as set out below.

Frequency	Status	Format	Attendees	Information Required
Monthly	Operational	Meeting (either virtual or in-person)	To be agreed at Implementation	Monthly Report on research projects undertaken
Quarterly	Operational	Meeting (either virtual or in-person)	To be agreed at Implementation	Review of research projects undertaken, performance metrics and Continuous Improvement Plan
Bi-annually	Operational / Strategic	Meeting (either virtual or in-person)	To be agreed at Implementation	Mid-Year Review on progress and forward plans
Annually	Strategic	Meeting (either virtual or in-person)	To be agreed at Implementation	Annual Review and forward plans

8.2. Continuous Improvement

- 8.2.1. The Supplier shall work with the Buyer throughout the contract term to identify any improvement opportunities. Examples may be cost reduction, innovative proposals, quality or efficiency gains that enhance the service. Proposals that save cost may be considered on a gain share basis where appropriate.
- 8.2.2. The Buyer shall work with the Supplier to develop a continuous improvement plan. The Supplier shall provide an update on progress for each quarter.
- 8.2.3. Failure to deliver against the required standards as set out above will trigger an extraordinary contract review meeting and may lead to a rectification plan process as outlined in the DPS RM6126 Core Terms, should there be a Default to this Specification.

9. MANAGEMENT INFORMATION

- 9.1. The Supplier shall provide management information and reporting as standard for the majority of research projects undertaken under this contract. Reporting shall be in line with the contract Service Levels and KPIs detailed under Section 5 and as agreed with the Buyer for each project. This shall include, but not be limited to the following:
- Soft copy of final questionnaires;
 - Data tables with pre-agreed cross-breaks in Excel, statistically significant differences marked and user-friendly navigation;
 - Where relevant, wave on wave data tables, showing statistically significant differences across waves;
 - Additional sets of filtered/combined/bespoke tables upon request;
 - Provision of respondent level data files upon request;
 - Headline summary of findings in a 1-2 page word document, delivered no more than two working days after fieldwork closes. Where relevant, initial recommendations for future improvements for multiple waves of research should be included;
 - Full report and/or presentation;
 - Debrief call with senior stakeholders.

10. SOCIAL VALUE

- 10.1. The Supplier shall work proactively with the Buyer and with its supply chain throughout the contract term to minimise environmental impacts of the Services. The Supplier shall monitor and report any environmental benefits it achieves, to include not only consideration of commercial aspects and minimisation of negative impacts but also the maximisation of positive impacts on society and the environment.
- 10.2. The Supplier shall comply with the '25 Year Environment Plan' which sets out what the Government intends to do to improve the environment, within a

generation. This is available to view at
<https://www.gov.uk/government/publications/25-year-environment-plan>.

- 10.3. The Supplier shall ensure a diverse supply chain exists that is accessible to all types of businesses, managing them effectively to provide a high level of service throughout the contract term. Where appropriate, you shall work proactively to encourage Small Medium Enterprises (SMEs) and Voluntary Community and Social Enterprises (VCSEs) to become part of your supply chain. This shall be reported as part of the quarterly performance metrics.
- 10.4. The Buyer has an obligation to ensure suppliers understand the risks of modern slavery in supply chains and take appropriate action to identify and address those risks, with particular focus on supporting victims of modern slavery. The Supplier shall comply with the provisions of the [Supplier Code of Conduct](#).
- 10.5. The Supplier shall demonstrate action to identify and tackle inequality in employment, skills and pay in the contract workforce. This shall be reported as part of the quarterly performance metrics.

11. EXIT MANAGEMENT

- 11.1. The Supplier shall support the Buyer and any incoming Supplier(s) at the end of this contract in any exit management activities, as appropriate.
- 11.2. The Supplier shall present to the Buyer an exit plan within 12 months of the start of the contract. This shall be reviewed annually to ensure it remains current.
- 11.3. As part of the exit plan, the Supplier shall facilitate the orderly transfer of responsibility and data requirements to the Buyer and/or any incoming Supplier(s).

12. LOCATION

- 12.1. The contract shall be managed by the Buyer, located at 39 Victoria Street, Westminster, SW1H 0EU.
- 12.2. It is expected that the majority of the Services shall be carried out off-site at the Suppliers premises.